

# Memorandum

**TO:** ARTS COMMISSION

**FROM:** Kerry Adams Hapner

**SUBJECT:** SEE BELOW

**DATE:** May 7, 2014

Approved



Date

May 5, 2014

**SUBJECT: PUBLIC ART FIVE YEAR WORK PLAN**

## **RECOMMENDATION**

Review and recommend that the City Council accept the Five-Year Public Art Work Plan as part of the Fiscal Year 2015-19 Capital Improvement Program Budget.

## **BACKGROUND**

In January 2006, the Office of Cultural Affairs (OCA) embarked on the development of a new Public Art Master Plan. The Public Art Master Plan, *Public Art NEXT!*, was approved by City Council in March 2007. Since that time, OCA staff has worked closely with the Budget Office to ensure that appropriations for public art are included in the annual Capital Improvement Budget and that upcoming public art projects are represented in the Public Art appendix of FY 2015-19 Capital Improvement Plan.

With City Council's adoption of *Cultural Connection, San Jose's Cultural Plan for 2011 – 2020*, additional emphasis was placed on the value of public art through the plan recommendation that states "Integrate High Impact Urban Design and Public Art throughout the Community."

## **ANALYSIS**

*Public Art NEXT!* established an ambitious vision that is rooted in the desire to: locate art where it has the most impact on the image and the life of San Jose, commission projects that reflect the city's risk-taking spirit, and integrate art into the city's urban design and growth strategies. The master plan included recommendations that anticipated changes in San Jose's development patterns and its means for funding infrastructure. It prioritized project types and proposed more extensive pooling of public art funds to enable the creation of significant, iconic artworks. The plan proposed clarification of the existing Percent for Art Ordinance and revision of eligibility requirements. It also proposed a more inclusive public process that ensures the presence of all stakeholders in conversations about the development of public art projects. The Public Art Work Plan considers all of these goals in establishing a roster of projects.

In recognition of the on-going reduction of City Capital projects required by ordinance to allocate funds for public art, the Public Art Program has secured a number of non-City projects that it is

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managing including Valley Transportation Authority/Bay Area Rapid Transit and Bus Rapid Transit, as well as grants from National Endowment for the Arts and ArtPlace America. This strategy will continue to evolve in the coming years to continue to fulfill the goals of *Public Art NEXT!*, *Cultural Connection*, and other City documents that pertain the cultural and economic vitality of San Jose.

At its meeting of April 22, 2014, the Public Art Committee reviewed a draft of the funding sources, priorities and projects for FY 2014-2015. The Committee has also discussed building strategic support for the Public Art Program and forging partnerships with civic organizations, private developers and funders to promote priority projects contained in San Jose's Public Art Work Plan.

The attached Five-Year Public Art Work Plan outlines ongoing and planned City-funded projects for the coming five years as well as partnership projects and consulting projects currently being managed by San Jose Public Art staff. The City-funded projects in this five year plan will be integrated into the City's Fiscal Year 2015-2019 Capital Improvement Program Budget. The attached draft work plan outlines ongoing and planned projects in the Public Art Program. During the coming fiscal year, staff will be completing 16 projects with a total value of \$2,374,000 funded by the City. During the following four years there is an additional 17 new projects plus a number of projects not yet defined utilizing the funds allocated from Water Pollution Control (Fund 512) and Sanitary Sewer (Fund 545) totaling \$5,143,000 of planned projects. These figures do not assume any additional earned revenue, increased funds from partnerships with other public entities or private development contributions.

Funds carried forward from prior years and projected over the next five years in Storm Sewer (469), Water Pollution Control (512), Sanitary Sewer System (545) and Water Utility System (500) represent a significant opportunity for public art and environmental awareness in San Jose. Public art has been working closely with Environmental Services Department to identify appropriate opportunities for the use of these funds that provide unique educational opportunities through public art. This year the Fats, Oils and Grease (FOG) awareness project was developed in pilot communities. This has led to several projects being identified to initiate in FY 2014-2105, and additional projects will be enumerated over the coming year to begin accelerating these opportunities.

A new approach is being pursued for Council District Parks and Community Facilities Development Funds (Construction and Conveyance). Public art staff will be exploring a programmatic approach to the utilization of these funds that reduces the amount of staff time required and increases the funds available to the creation of artwork. These projects are listed on the attached lists as "Neighborhood Public Art" and the budget amounts reflect funds available over the next two fiscal years.

### CEQA

Not a Project



KERRY ADAMS HAPNER  
Director of Cultural Affairs

Attachment: Fiscal Year 2015-2019 Five-Year Public Art Work Plan Overview; Draft Public Art Funding Breakdown

San Jose Public Art  
Project List FY15-19

CD	Project Name	Year Initiated	FY Completion	Budget	City Funding Source	Grant & Earned Funding	Status
1	District 1 Neighborhood Public Art	FY 14-15	FY17-18	\$74,000	Parks Trust Fund, Construction & Conveyance Tax		Scoping
2	District 2 Neighborhood Public Art	FY 14-15	FY17-18	\$18,000	Parks Trust Fund, Construction & Conveyance Tax		Scoping
3	Illuminating Downtown Project	FY 11-12	FY 14-15	\$600,000		Artplace	see below
3	Illuminating Downtown Project	FY 11-12	FY 14-15	\$80,000	Downtown Trust Fund		see below
3	Illuminating Downtown Project	FY 11-12	FY 14-15	\$40,000	Construction & Conveyance Tax (Communications) (397)		see below
3	Illuminating Downtown Project	FY 11-12	FY 14-15	\$25,000	DOT General purpose Parking (533)		see below
3	Illuminating Downtown Project	FY 11-12	FY 14-15	\$90,000	Bldg & Structure Construction Tax (429)		see below
3	Illuminating Downtown Project	FY 11-12	FY 14-15	\$93,000	Construction Excise Tax Fund (465)		see below
3	San Carlos Streetscape	FY 10-11	FY 14-15	\$195,000	Transportation		Fabrication
3	SoFA Projector (SVI/O)	FY 11-12	FY 14-15	\$20,000	TOT		Design
3	Parque de los Pobladores Shade Sculpture	FY 13-14	FY 14-15	\$60,000	TOT	NEA	Design
3	Stormwater Education Project	FY14-15	FY15-16	\$165,000	469		Scoping
3	Illumination/Sanitary Education	FY14-15	FY17-18	\$300,000	545		Scoping
3	Environmental Awareness/Soccer	FY14-15	FY14-15	\$150,000	545		Scoping
3	District 3 Neighborhood Public Art	FY14-15	FY17-18	\$50,000	Parks Trust Fund, Construction & Conveyance Tax		Scoping
3, 5	Enhanced Bike & Ped Experience	FY 14-15	FY17-18	\$335,000	421, 429,465		Scoping
4	District 4 Public Art - Penitencia Park	FY 12-13	FY 16-17	\$34,000	Parks Trust Fund, Construction & Conveyance Tax		Scoping
4	Guadalupe Lower Reach (Mammoth)	FY 10-11	FY 14-15	\$250,000	Transportation, Parks Bond		Fabrication
4	VTA BART	FY 12-13	FY 16-17	\$480,000		VTA	Scoping
4	Essex Park Public Art	FY14-15	FY17-18	\$125,000	Parks Trust Fund, Construction & Conveyance Tax		Scoping
4	District 4 Neighborhood Public Art	FY14-15	FY17-18	\$60,000	Parks Trust Fund, Construction & Conveyance Tax		Scoping
5	District 5 Neighborhood Public Art	FY14-15	FY17-18	\$7,000			Scoping
6	District 6 Public Art - Willow Glen Parklet	FY 12-13	FY 14-15	\$30,000	Parks Trust Fund, Construction & Conveyance Tax		Design
6	District 6 Public Art - Del Monte Park	FY 12-13	FY 14-15	\$130,000	Parks Trust Fund, Construction & Conveyance Tax		Design
6	Fire Station 37	FY 09-10	TBD	\$106,000	Fire Bonds		On Hold
7	District 7 Neighborhood Public Art	FY 12-13	FY17-18	\$156,000	Parks Trust Fund, Construction & Conveyance Tax		Scoping
8	Lake Cunningham Skate Park	FY 12-13	FY 16-17	\$100,000	PRNS, Trails		On Hold
8	Southeast Branch Library	FY 10-11	FY 15-16	\$121,000	Library Bond		Fabrication
8	District 8 Neighborhood Public Art	FY14-15	FY17-18	\$4,000	Parks Trust Fund, Construction & Conveyance Tax		Scoping
9	District 9 Neighborhood Public Art	FY 14-15	FY17-18	\$82,000	Parks Trust Fund, Construction & Conveyance Tax		Scoping
10	District 10 Neighborhood Public Art	FY 14-15	FY17-18	\$96,000	Parks Trust Fund, Construction & Conveyance Tax		Scoping
5, 3, 8	VTA Bus Rapid Transit	FY 12-13	FY 15-16	\$255,000		VTA	Design
3,5	FOG Awareness Pilot	FY 12-13	FY14-15	\$300,000	469		Design
CW	Water Conservation	FY15-16	FY18-19	\$125,000	500		Scoping
CW	Happy Hollow Artwork shade	FY 10-11	FY 14-15	\$91,000	PRNS bonds/C & C		Design
CW	Soccer Facility	FY 10-11	FY 14-15	\$220,000	Measure P		Design
CW	Sanitary Sewer Awareness	FY 13-14	FY 18-19	\$1,500,000	ESD		Several projects, various phases
CW	Regional Wastewater Facility Education & Awareness	FY 08-09	FY 18-19	\$950,000	ESD		Several projects, various phases
	<b>TOTAL</b>			<b>\$7,517,000</b>			

Illuminating Downtown Specific Projects

3	IDP - Hwy 87	FY11-12	FY14-15
3	IDP- 88 new programming	FY12-14	FY14-15
3	IDP - Urban Exploration/ANTIVJ	FY12-15	FY14-15
3	IDP - Pierce	FY12-16	FY15-16
3	IDP- Axis	FY12-17	FY14-15